

## **IN THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

### **Listing of Claims**

1. (Previously Presented) A content-exhibition control apparatus for exhibiting content in another apparatus, comprising:
  - generating means for generating degree-of-exposure control data used to control the degree of exposure of the content;
  - exhibition control means for controlling the exhibition of the content recorded in the another apparatus, according to the degree-of-exposure control data generated by the generating means;
  - obtaining means for obtaining the state data of the content sent from the another apparatus,
  - wherein the generating means generates the degree-of exposure control data according to the state data of the content, obtained by the obtaining means;
  - storing means for storing user information which includes user preferences with the state data of the content collected from a hard-disk recorder in a customer database; and
  - feedback means for feeding back said degree of exposure of the content,
  - wherein an audience rating and an advertisement effect are calculated as a function of the feedback data. ~~and statistical data calculated from contents of the customer database.~~

2. (Original) A content-exhibition control apparatus according to claim 1,  
wherein the degree-of-exposure control data includes a content ID, an exposure  
type, and an exposure value; and  
the state data of the content includes a viewing condition and a degree-of-  
exposure condition.

3. (Previously Presented) A content-exhibition control method for a content-  
exhibition control apparatus for exhibiting content in another apparatus, comprising:

a generating step of generating degree-of-exposure control data used to control  
the degree of exposure of the content;

an exhibition control step of controlling the exhibition of the content recorded in  
the another apparatus, according to the degree-of-exposure control data generated in the  
generating step;

an obtaining step of obtaining the state data of the content sent from the another  
apparatus,

wherein the degree-of-exposure control data is generated in the generating  
step according to the state data of the content, obtained in the obtaining step;

a storing step for storing user information which includes user preferences with  
the state data of the content collected from a hard-disk recorder in a customer database; and

a feedback step for feeding back said degree of exposure of the content,

wherein an audience rating and an advertisement effect are calculated as a  
function of the feedback data. ~~and statistical data calculated from contents of the customer~~  
~~database.~~